



MODE A

**TO STUDY EXPORT PERFORMANCE
RRAS BAKTI (M) SDN BHD
TO INDONESIA MARKET**

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OKTOBER 2010

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, NURAINI BT MOHD AMIN , (I/C Number: 860209025066)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degrees
- This project paper is the result of my independent work and investigation ,except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : _____

Date : _____

LETTER OF SUBMISSION

28 OCTOBER 2010

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Dear Sir ,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “To Study Export Performance RRAS BAKTI (M) SDN BHD To Indonesia Market” to fulfill the requirement as needed by the faculty of Business Management, University Technology MARA

Thank you

Your sincerely

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ABSTRACT

Basically, the company faced demand uncertainty and new retailing practices, by using conventional outsource. Hence, it will become their traditional rate of doing business. Mostly, this situation will reflect to the decline economic condition. By using an intermediaries or channel of distribution, it becomes one of major cost to them. The company thinks that either to continue with the intermediaries or just eliminate it. The point of this case study is to see whether the intermediaries as a channel of distribution or agree to their own distribution channel and they also can be describe as an outsource provider. However, they are known as an agent to supply the product to their client. In this case study, the main point is to look on how the achievement, performance and effort of intermediaries as an agent can boost up the sale product of RRAS BAKTI (M) SDN BHD.

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